



蘇州大學
Soochow University

LIN 332 Advanced Public Speaking

Summer 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

The Advanced Public Speaking course is designed for individuals who have a foundational understanding of public speaking and wish to elevate their skills to an advanced level. This course delves deeper into the art and science of effective communication, focusing on refining techniques and strategies to captivate, persuade, and inspire diverse audiences.

Upon Completion of this Course, students will be able to:

1. Develop advanced proficiency in employing rhetorical devices, persuasive appeals, and storytelling techniques to craft compelling and impactful speeches.
2. Refine vocal modulation, body language, and stage presence for an authentic and commanding delivery, ensuring maximum engagement with diverse audiences.
3. Acquire the ability to think on your feet, respond adeptly to unexpected challenges, and handle impromptu situations with confidence during public speaking engagements.
4. Learn to tailor messages to specific audiences, cultivating a deeper understanding of audience psychology to establish a meaningful and persuasive connection.
5. Develop strategies to manage nerves effectively and build the self-assurance needed to deliver polished and authoritative speeches in high-pressure situations, both personally and professionally.

PREREQUISITES

LIN 236 Introduction to Public Speaking



GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
2 TED Talk speeches	20 Points
2 Partner Persuasive Proposals	20 Points
Midterm Exam	25 Points
Final Exam	35 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Hostetler, M. J., & Kahl, M. L. (2017). *Advanced public speaking: A leader's guide* (2nd ed.). New York, NY: Routledge.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: The Speech of Introduction Topic 2: Classical Concept: Praise and Blame Topic 3: Opinion Give and Take Topic 4: Classical Concept: Logos Assessments: TED Talk speeches#1



Module 2	Topics: Topic 5: Proposals Topic 6: Classical Concept: Kairos Topic 7: Civic Persuasive Appeals Topic 8: Classical Concept: Artistic Proof Assessments: Partner Persuasive Proposal#1
Module 3	Topics: Topic 9: Eulogies Topic 10: Crisis Speeches Topic 11: Technical Briefings Topic 12: Lectures Assessments: Midterm Exam TED Talk speeches#2
Module 4	Topics: Topic 13: Speaking from a Manuscript Topic 14: Storytelling Topic 15: Classical Concept: Pathos Topic 16: On Camera Speaking Assessments: Partner Persuasive Proposal#2
Module 5	Topics: Topic 17: Classical Concept: Audiences Topic 18: Rhetorical Styles Topic 19: Classical Concept: Style Topic 20: Advanced Listening: The Speech about a Speech Assessments: Final Exam

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.



2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION



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Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.